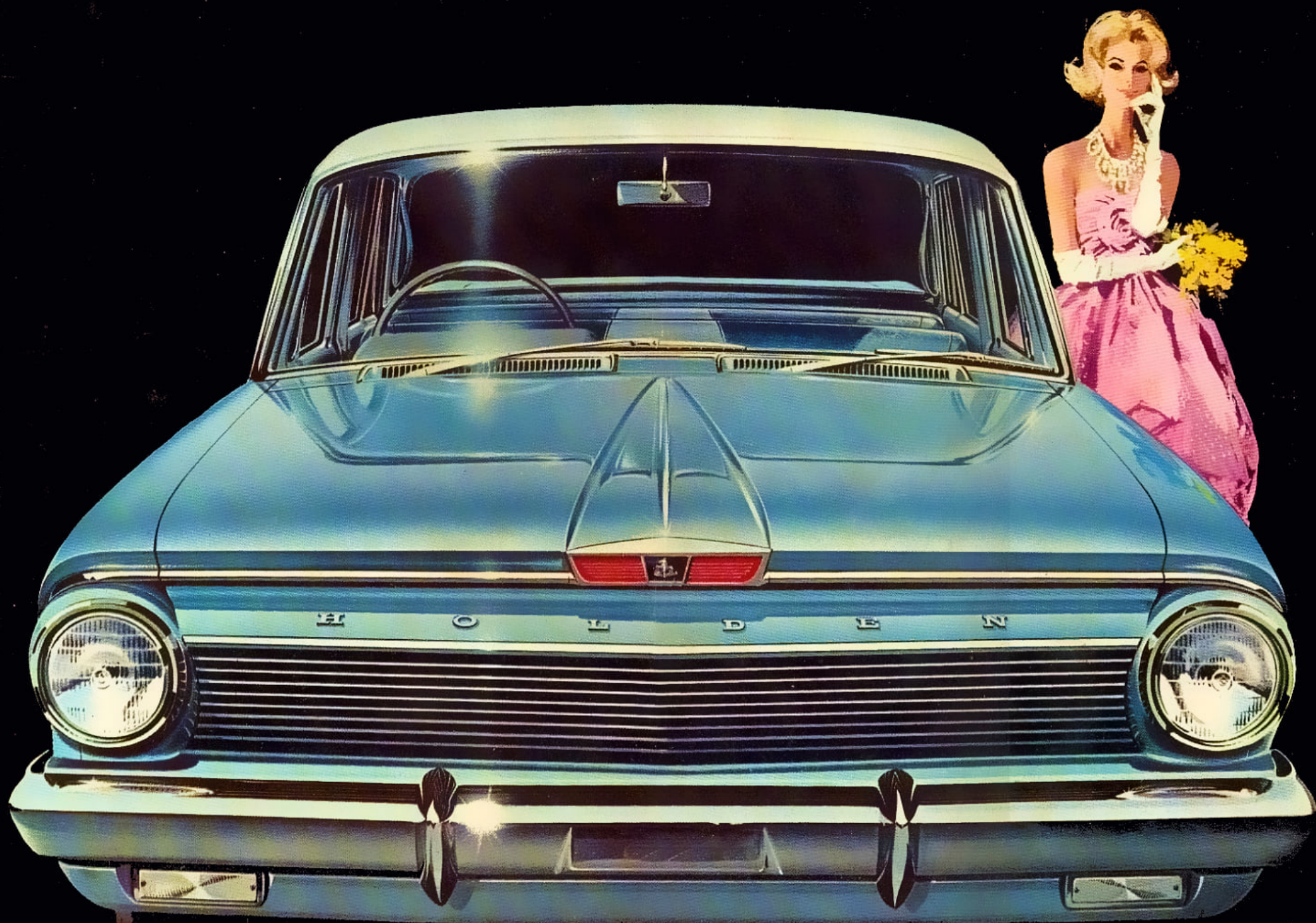


Australia's Own Car

HOLDEN



Right out ahead in design... still further ahead in value for money!



HOLDEN SPECIAL STATION SEDAN



HOLDEN SPECIAL SEDAN

Everything about Australia's Own Car looks new. Everything feels new. But everything is tried and proved... for Holden is the only car specifically designed and built for Australia. You're sure to admire Holden's lovely low exterior lines as soon as you see them. Look inside, and you'll see completely new styling beauty there too. Sink into Holden's luxurious seats and you'll find new comfort... with an increase in headroom. Drive Holden and you'll discover a brand-new feel at the wheel. The instrument panel is new—and padded with sponge rubber. You'll like these things... and all the many other improvements to the new Holden. You'll like too, all the things about Holden that are unchanged. Its overall economy, its proved dependability, its assurance of high resale value. In all that's new and all that's proved, you'll find the latest Holden is right out ahead... with more of all the things you want most.



HOLDEN PREMIER SEDAN

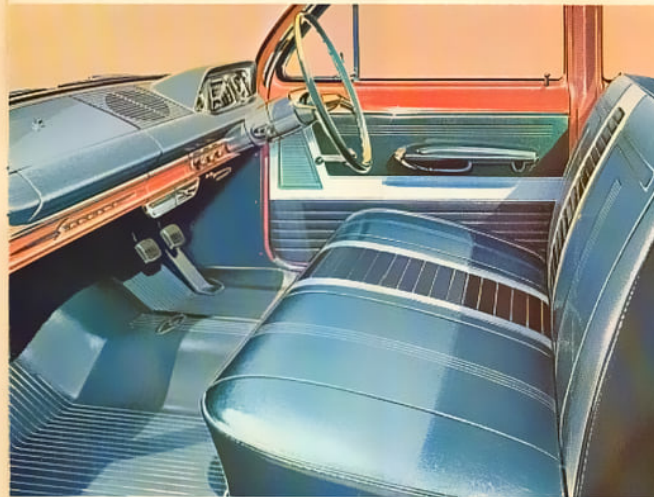
There are now five glorious Holden passenger models, including—as a completely new addition to the range—the Holden Premier Sedan. Each model brings you Holden's new beauty, new driving and riding pleasure... together with all of Holden's basic advantages. Whichever Holden you choose, you can be certain of one thing. In genuine owner satisfaction... in unmatched value for money...

HOLDEN IS RIGHT OUT AHEAD!

HOLDEN SPECIAL SEDAN



Holden Special Sedan has long been Australia's first-choice car. Now, there are even more reasons to make it so. The new Holden Special Sedan is right out ahead in styling beauty. Its slim-roof silhouette sweeps to a graceful overhang at the rear window. You'll admire the elegant grille . . . trim new engine hood . . . the graceful slope of the windshield . . . smooth new lines at the back. You'll be thrilled with Holden Special Sedan's wide new range of two-tone colours in sparkling Magic-Mirror finish. Magic-Mirror acrylic lacquer is exclusive to GMH. It's remarkably fade resistant, and this makes possible a wide choice of colours . . . from the most vivid to the most delicate pastel shades. Holden's lower centre of gravity, wide track, 105 inch wheel base and longer rear springs level the ride on the roughest road. Its big area of safety glass, recirculating ball steering and agile six cylinder power make driving a pleasure . . . always. A synchromesh manual gear shift is standard equipment, or at moderate extra cost, you can choose Hydra-Matic transmission—the most *automatic* automatic of them all. Hydra-Matic's improved shift pattern gives you even smoother, even quieter automatic driving. Not only in looks, but in riding and driving too, the new Holden Special Sedan is right out ahead.



Holden Special Sedan is right out ahead in comfort for a long-legged family of six. You'll take real pleasure when you sit in Holden. The sloping windshield pillars and high, wide doors make getting in and out easier. You'll discover too, that with all its low looks, Holden's nearly chair-height seats give you more headroom—both front and rear. You'll be pleased with the new Elascolab upholstery . . . in rich jeweltone finish — underlaid with soft foam on both seats. You'll like the handsome new instrument panel—padded with sponge rubber . . . the pearl-grey controls, including the recessed-hub steering wheel with new-design horn pads on each spoke, replacing the conventional horn ring . . . the new door-pull arm rests, with lift-up handles incorporated. And the way the spare wheel has been re-located to make the big luggage compartment completely obstruction-free. Like all Holden models, the Special Sedan is fitted with built-in anchor points for low-cost installation of front seat belts.

HOLDEN STANDARD SEDAN

Though it is the lowest-cost of all Holden passenger models, this is by far the most glamorous Holden Standard Sedan yet built. It has all the Holden basic advantages combined with many special features . . . yet it is priced but a few pounds above many a four cylinder, five passenger car. You can choose from gleaming Magic-Mirror colours outside, which harmonise with richly pleated upholstery. There's a new chrome surround to the windshield . . . front seat foam underlay . . . a sponge padded instrument panel . . . pearl grey, recessed hub steering wheel. And Hydra-Matic automatic transmission is available to you as an extra-cost option on Holden Standard Sedan.

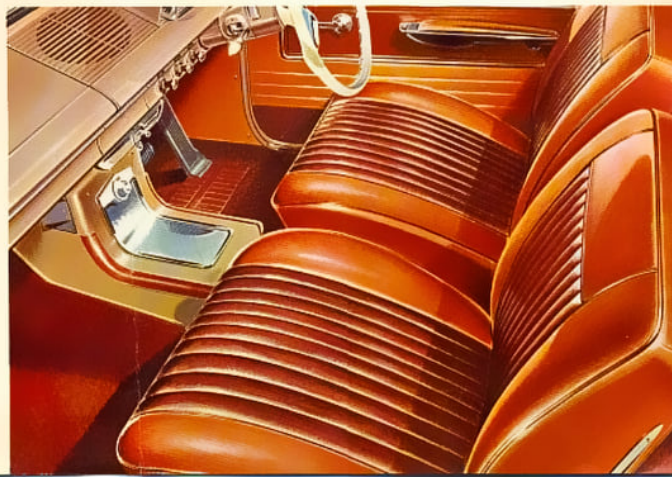


HOLDEN PREMIER SEDAN



If you desire something extra in motoring luxury, this is the car for you. When you walk around the Premier Sedan, you'll admire its styling beauty... its distinctive touches of elegance such as special engine hood motif, badges on front fenders, rear nameplate and iridescent *metallic* paint finish. When you drive or ride in this fine car, you'll appreciate its extra features for comfort and motoring pleasure. And when you own it, you'll discover the new Holden Premier Sedan offers a satisfying new concept in personal motoring... at a price that puts it right out ahead in value for your money.

Individual contoured front seats, upholstered in genuine leather, provide separate adjustment for outstanding comfort... however long the journey. The centrally-placed console houses controls for the standard-equipment heater. Front door arm rests are combined with door-pulls and convenient lift-up door handles. Holden Premier Sedan offers four sumptuous interior decors to harmonise with your choice of exterior *metallic* colours.



Holden Premier Sedan is right out ahead in luxury. Original equipment includes the following: Improved Hydra-Matic automatic transmission with back-up lights that operate automatically when Reverse is engaged / Fresh air heater-demister / Individual contoured front seats / Glove-soft genuine leather two-tone upholstery with deep-pile, wall-to-wall carpet throughout / Glittering Magic-Mirror exterior finish—in an exclusive range of *metallic* colours / De-luxe instrument panel with sponge padding and white steering wheel / Dual horns / Two-speed, parallel-action, electric windshield wipers and electric windshield washer / Glove box and luggage compartment lamps, parking brake warning lamp / Anti-glare rear vision mirror / Chrome plated door scuff plates / Narrow-band whitewall tyres, chrome wheel trim rings.



Rear seat passengers have a generous centre arm rest. Both seats and seat backs are softly foam padded. There are arm rests on both rear doors.

HOLDEN SPECIAL STATION SEDAN

Holden brings you a completely new standard of beauty in a station sedan with its new slim roofline, its straight through styling, its trim hood and its new sloping windshield. Front, back and sides . . . from front bumper to new-design tailgate . . . everything about the looks and line of Holden Special Station Sedan is fresh, new and graceful. New too, is Holden Station Sedan's wonderful feel at the wheel . . . with its lusty six cylinder power, low centre of gravity and tenacious road holding. The ride is exceptionally smooth for there's virtually no swerve, bounce or sway—even on outback roads. And there's town-car comfort for a family of six. With all this, Holden Station Sedan gives you extra space you need for outdoor adventure . . . for bulky loads . . . for picnics . . . for family fun. Both Holden Special Station Sedan and Holden Standard Station Sedan (Illustrated lower right) are available in a wide range of gem-hard Magic-Mirror colours. Three speed manual gear shift is standard equipment, with silky Hydra-Matic transmission as an extra cost option on both models.



Step into Holden Special Station Sedan, and you'll find you've more headroom—both front and rear. You'll find too, there's real luxury in the new jewel-tone Elascotab upholstery with thick foam underlays on both front and rear seats. From its sponge-padded instrument panel to its handy, wide opening tailgate, the interior of Holden Station Sedan is completely practical . . . yet with never a compromise in real sedan comfort.

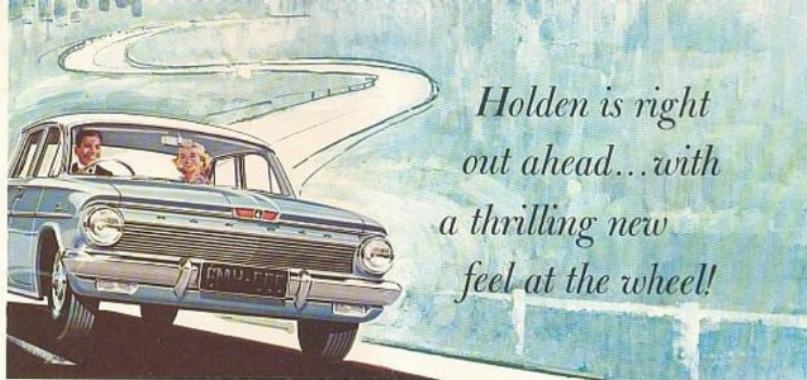


Big feature of Holden Station Sedan! More length in the load compartment . . . whether the back seat is up or down. The rear seat can be folded completely flat to give a length of 6 ft. 10½ ins. with the tailgate closed. If you want to go camping, there's room and to spare for sleeping completely under cover. The load area is lined with tough PVC material for quietness and good looks. Plated finish skid strips give convenience and durability.

HOLDEN STANDARD STATION SEDAN

Despite its low price, the Holden Standard Station Sedan is one of the best looking cars on the road. With its comfort features, practical features and six cylinder performance, Holden Standard Station Sedan links operating economy and reliability to bring you full-size station sedan motoring at low cost.





Words and pictures can show you what a great step ahead the new Holden is in graceful good looks. But there's only one way to find out how dramatically different it is to drive. And that is to drive Holden for yourself. On the new Holden the centre of gravity is lower, the rear springs are longer. This means the car corners, handles, hugs the highway as never before—yet it's still got the 7.3 inch ground clearance you need for Australian driving. You seem to sit in the seats rather than on them... yet you can see all four fenders from the driver's seat.



If it's raining, Holden's electric windshield wipers give you a constant wiping action with no stop-and-go according to engine speed. The wipers sweep in parallel... there's no centre blind spot, so you get maximum bad weather vision.



Holden's brakes are of a new, self-energising design. Brake drums are heavier. They're more efficient—particularly in wet conditions, yet less braking effort is needed.

Even in details, Holden looks after your convenience. For instance, a single key locks ignition, doors and luggage compartment. The engine hood is counter-balanced to lift at a touch. And it's secured against interference by an inside-operated catch.

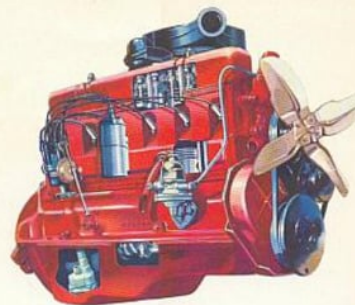
Everything about the new Holden... every feature... every component... is designed to make you look forward to the miles ahead. The best way to prove this: See the new Holden for yourself. Ask your Holden Dealer for a personal demonstration today.

HYDRA-MATIC AUTOMATIC TRANSMISSION

'World-famous General Motors' Hydra-Matic transmission has been rightly called "the most automatic automatic of them all".

Now, Hydra-Matic on Holden has been yet further improved. The shift pattern has been changed to give noticeably better response and quietness—particularly for the sort of driving you do in heavy traffic. Hydra-Matic "thinks" even better than before. It changes up and down without delay... just when you would yourself... if you were driving perfectly!

Hydra-Matic transmission's three speeds give you an added bonus of flexibility and smoothness. Its patented and exclusive fluid coupling transmits engine power with great efficiency. It cushions every change, to reduce wear on engine, transmission parts and tyres. With Hydra-Matic on Holden, you have the extra convenience of a Special Intermediate ratio. By selecting 'S' on the illuminated control quadrant, you get extra acceleration and pulling power, plus extra engine braking power on long descents. Hydra-Matic transmission is available to you as an option at moderate extra cost on all Holden passenger models except the Holden Premier Sedan, where it is standard equipment. On all Holdens with Hydra-Matic transmission, back-up lights are fitted as standard equipment. These operate automatically when Reverse is engaged. Try improved Hydra-Matic for yourself. You'll be amazed and delighted at what a change for the better it brings to your motoring.



FAMOUS HOLDEN SIX CYLINDER ENGINE

No other engine in Australia has been so proved for performance, dependability and long, trouble-free life. And now, it's been further improved with a new ventilation and exhaust system, new aluminium clutch housing and a more powerful generator to give greater electrical output at lower engine speeds. The Holden engine—with its 7.25 to 1 compression ratio—is designed to give of its lively best on low-cost, standard-grade fuel.



MAGIC-MIRROR ACRYLIC LACQUER

Only GMH offers Magic-Mirror finish. It's a more expensive exterior paint, yet every Holden—even the lower-priced models—have it. Thanks to its revolutionary qualities, Holden with Magic-Mirror needs no polishing for up to three years... yet retains its showroom sparkle. In addition, Magic-Mirror resists fading, chipping, cracking and staining... protects your car as no other finish can... preserves it better to make it worth more at trade-in time.

RIGID "AEROBILT" CONSTRUCTION

Like every part of Holden, its body is specifically designed for Australia... quality-built to look good and to last. All-welded "Aero-bilt" construction gives Holden's body a long life with freedom from squeaks and rattles. Its strength with lightness gives an excellent power-to-weight ratio.



APPROVED NASCO ACCESSORIES FOR YOUR NEW HOLDEN

Give your new car a distinctive touch—extra comfort and glamour, too. Give it that extra "something" your friends notice and admire. Fit it out with genuine NASCO accessories. Your Holden Dealer will be pleased to fit your choice of NASCO accessories before you take delivery of your new Holden.



Enjoy Entertainment for Every Mile with a HOLDEN CAR RADIO BY AIR CHIEF

The only car radio recommended and approved by GMH for your new Holden, the AIR CHIEF all-transistor radio makes travelling a pleasure. In the heavy traffic of the city, or family outings to the beaches or the hills AIR CHIEF all-transistor CAR RADIO brings you entertainment, sparkling clear for every mile. You'll find no better travelling companion than an AIR CHIEF CAR RADIO.

Be Warm in Winter... Cool in Summer, fit a NASCO FRESH-AIR CAR HEATER

Specially designed for your Holden, the NASCO FRESH-AIR HEATER will keep you warm even on the coldest day by circulating heated, fresh air throughout your car. In summer, the NASCO Heater circulates cool, fresh air. Demisters supplied with the heater keep your windshield sparkling clear.

OTHER PRACTICAL NASCO ACCESSORIES INCLUDE...

Venetian Shade, Rear Wheel Covers, Hood Ornament, Power Brakes, Wheel Embellishers, Plastic Seat Covers, Mud Flaps, Number Plate Frames, External Rear View Mirror, Coolairide Cushion, Steering and Gear Lever Locks, Backing Lamps, Exhaust Extension, Petrol Tank Locking Cap, Visor Vanity Mirror, Oil Filter, High Note Horn, Suitcase Set, Door Mounting Weathershield, Luggage Compartment Lamp, Parcel Shelf, Door Paint Protection Plates, Windshield Washer, Sunshade.

GENERAL MOTORS-HOLDEN'S PTY. LIMITED

SYDNEY • MELBOURNE • ADELAIDE • PERTH

Everything about Holden is tried and proved...



At GMH's own proving ground at Lang Lang, Victoria, everything on Holden is tested under Australian conditions before it is incorporated in cars for sale to the public. Tests go on 24 hours a day, six days a week . . . at the rate of more than a million miles every year.

Every improvement and modification to Holden is directly influenced by Proving Ground experience—and by the suggestions and needs of Australian motorists. Holden is the only car specifically designed and built for Australia. And Holden is *proved right* for Australia—not only at the GMH Proving Ground, but in the hands of more Australian owners than any other car. It is for these reasons you can be sure . . . Holden is indeed Australia's Own Car . . . offering you Australia's finest value.

HOLDEN SPECIFICATIONS

MECHANICAL

ENGINE. Six cylinder. O.H.V. design. Bore $3\frac{1}{8}$ ins. Stroke $3\frac{1}{8}$ ins. Capacity 138 cu. ins. S.A.E. or R.A.C. rating 22.5 h.p. Max. gross brake H.P. 75 at 4,200 R.P.M. Max. gross torque 120 lb./ft. at 1,400 R.P.M. **COMPRESSION RATIO.** 7.25:1.

CRANKSHAFT. Drop forged, heat treated, fully counterbalanced. Vibration damper.

PISTONS. Alum. alloy.

CAMSHAFT. Four bearing.

OILING SYSTEM. Full pressure system.

CRANKSHAFT VENTILATION. Ventilation of engine crankcase, valve cover, etc., by air intake through filter in cover.

FUEL SUPPLY. Bendix Stromberg double venturi down draught type Carburettor. Throwaway A.C. dry element filter type Air Cleaner and Silencer.

COOLING. Cellular type radiator with pressure cap. Thermostat control. Centrifugal water pump.

ELECTRICAL SYSTEM. Distributor: Automatic centrifugal and vacuum-type advance control. 12 volt, 9 plate battery. 42 amp-hrs. capacity @ 20-hour rating.

LIGHTS AND HORNS. Sealed beam headlamps. Dimmer switch. Parking lights. Combined Tail and Stop lights. Self cancelling Flashing light turn signals incorporated into separate parking lamps at front and amber lights at rear. Back-up lights on automatic models. Rear licence plate light. Passenger compartment light. Instrument panel lighting.

Horn blowing pad buttons located on steering wheel. **MANUAL TRANSMISSION.** Three speed with helical gears. Synchromesh for second and high. Ratio 1st 2.99 to 1; 2nd 1.59 to 1; 3rd direct; reverse 2.99 to 1. Clutch—hydraulically actuated.

AUTOMATIC TRANSMISSION. General Motors Hydra-Matic. 3 forward speeds, controlled by quadrant on steering column. Positions: P—park, D—drive, L—low, N—neutral, S—special intermediate, R—reverse. Car can only be started in P or N positions. Ratios: D—direct. L—3.6394 to 3.0303:1, S—1.5775:1, Reverse—3.5707 to 2.5159:1.

REAR AXLE. Banjo construction, semi floating. Spiral hypoid final drive. Gear ratio—3.888 to 1.

BRAKES. Four wheel hydraulic, duo servo type. **HANDBRAKE.** Operates mechanically on rear wheels.

WHEELS. Demountable disc wheels. Size 13 x 4.50 J.

TYRES. Tubeless low pressure balloon. 6.40 x 13 x 4 ply. Optional on Station Sedans — 6.40 x 13 x 6 ply. **STEERING.** Recirculating ball type. Overall ratio 16.3 to 1.

TURNING CIRCLE. 36½ feet.

FRONT SUSPENSION. Independent coil springing with short and long arms. Stabiliser bar.

REAR SUSPENSION. Semi-elliptic springs—50 ins. long, 2.25 ins. wide. 4 leaves on Sedan models, 5 leaves on Station Sedans.

SHOCK ABSORBERS. Direct acting tubular telescopic shock absorbers front and rear.

BODY

BODY STRUCTURE. All-steel "Aeroblit" body of four major sub-assemblies. Alligator type engine hood.

DIMENSIONS. Wheelbase 105 ins. Length 176.9 ins. Width 68.0 ins. Height 58.0 ins. Ground clearance 7.3 ins. Track—front and rear is 54.5 ins.

INSTRUMENT PANEL. Safety padded. Indirectly lighted. Hooded instruments. Speedometer; petrol gauge; water temperature, oil pressure and generator charging tell-tale lamps. High beam warning light; handbrake warning light on Premier Sedan; direction indicator flashers. Combined ignition lock and starter switch. Choke control knob, air-intake control knob, light switch, windshield wiper switch. Glove box with locking lid. Cigarette lighter on Specials and Premier Sedan. Ashtray, Internal bonnet lock.

EQUIPMENT

ALL MODELS. Two spoke dish type steering wheel. Dual electric windshield wipers—parallel in operation. Provision for seat belt installation. Fully adjustable front seats. No draught ventilators with locks. Dual sun visors. Bumpers front and rear. Push button door handles. Seats fitted with "Z" type springs. Ashtrays front and rear. Plenum chamber ventilation. Hold-open door checks—all doors. Front door lock operating key also operates ignition/starter switch, lock on glove box lid, luggage compartment lid lock on Sedans and lock on lower tailgate on Station Sedans. Inside rear vision mirror. Door sill scuff plates.

SEDANS ONLY. Parcel shelf behind rear seat. Front and rear compartments and luggage compartment have rubber mat floor covering. Luggage compartment with counterbalanced lid. Spare wheel mounted horizontally in recessed area of luggage compartment, covered by a readily removable cover board.

STATION SEDANS ONLY. Special has PVC covered jute and plated skid strips on load compartment floor, while the Standard has multi-flecked grey paint with steel skid strips. Spare wheel mounted in horizontal position in a special compartment under rear end of load compartment floor. Rubber mat floor covering in front.

STANDARD SEDANS AND STANDARD STATION SEDANS. Key operated door lock left hand front door only. Single tone colours available in "Magic-Mirror" finish. Washable PVC upholstery. Foam seat cushion pads in front.

SPECIAL MODELS (SEDAN AND STATION SEDAN). Exterior: Single and two-tone colours in "Magic-Mirror" finish.

Additional stainless steel mouldings. Key operated door locks on both front doors.

Interior: Courtesy switches operated by front doors. Cigarette lighter. Foam seat cushion pads front and rear. Applied arm rests—front doors—(associated with remote control handles). Coat hooks and assist straps—(coat hooks only on Station Sedan). Washable Elascfab upholstery.

PREMIER SEDAN. "Magic-Mirror" finish in metallic colours. Two speed electric windshield wipers. Dual horns. Wheel embellishers. White-wall tyres (narrow band). Windshield washer. Bonnet emblem. White coloured steering wheel, horn thumb tabs, turn signal switch and gear selector. Interior anti-glare rear vision mirror. Individual front seats—(bucket type). Applied arm rest—front and rear doors. Fold-down centre arm rest in rear seat. Coat hooks and assist straps. Courtesy switches operated by both front doors. Chrome plated door sill scuff plates. Luggage compartment light. Glove box light. Handbrake warning light. Fresh air heater and demister. Foam seat cushion pads front and rear. Two-tone genuine leather upholstery. Floor covering is of wool pile carpet and there is a console on the front floor tunnel.

Kerb weights—Standard Sedan 2492 lbs.

Special Sedan 2496 lbs.

Premier Sedan 2639 lbs.*

Standard Station Sedan 2617 lbs.

Special Station Sedan 2617 lbs.

Add 75 lbs. for Hydra-Matic transmission.

*Includes Hydra-Matic transmission.

Specifications and equipment subject to change without notice.

GMH PROTECTIVE MAINTENANCE PLAN GIVES SAVINGS . . . CONVENIENCE

As a Holden Owner, you will receive with your new Holden a GMH Protective Maintenance Plan Booklet. This booklet of tear-out coupons sets out a maintenance routine and establishes fixed labour times. The GMH Protective Maintenance Plan saves you money by keeping your Holden in top condition. It shows at trade-in that your car has been regularly serviced. In addition to the Protective Maintenance Plan, the well-known GMH Factory Warranty protects you against defective workmanship or materials for 12 months or 12,000 miles of operation. Through the GMH owner service policy you are also entitled to two thorough inspections and adjustments of your Holden without charge. Expert Holden Service and a supply of low-cost, factory guaranteed parts are available wherever you may drive in Australia, from any of over 600 Authorised Holden Dealers. General Motors Acceptance Corporation hire purchase arrangements are available for your convenience. GMAC hire purchase is only available through GMH Dealers.